# Business Development Workshop

## Workshop Topics

### Your Law Practice

### Selected Business Development (“BD”) Goals

### Selected BD Tools

### BD Plan

### BD Buddies

## Your Law Practice

### Clients

1. What type(s) of client do you serve (e.g., entities v. individuals, location, and level of sophistication)?
2. If more than one type of client, how would you rank them in terms of the amount of money you make assisting each type?
3. What type(s) of client do you *want* to serve (if not listed above)?

### Areas of Law

1. In what area(s) of law do you practice?
2. If more than one area, how would you rank them in terms of the amount of money you make working in each area?
3. In what way(s) do you let the public know that you practice in this/these area(s) of law?

## Selected BD Goals

### Direct Outreach

### Referrals

### Repeat Business

## Selected BD Tools

### One-on-One Communications

### Speeches

### Written Publications

## BD Plan

### Goals

### Tasks

### Tracking

### Modification

## BD Buddies

### Confidante

### Staff Member